

Los Angeles
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PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

PUBLICATION OFFICES: { No. 19 SPRUCE STREET, NEW YORK.
 { No. 138 FLEET STREET, E. C., LONDON.

VOL. VIII. NEW YORK, MARCH 22, 1893. No. 12.

The San Francisco Examiner

It's a good newspaper which has the circulation it claims,
and it's a good advertiser who finds it—

THE NEWSPAPER.

Such a newspaper brings an honest count backed up with
plain and indisputable evidence, and it brings in game to those
who use it—

**OVER 400,000
USED IT LAST YEAR.**

If there is any other newspaper within 2,000 miles of San
Francisco which approaches **THE EXAMINER** in enterprise,
commanding influence and circulation—

**WE WOULD
LIKE TO SEE IT.**

65,800 Daily, 78,710 Sunday, 72,200 Weekly.

E. KATZ, Eastern Agent, 186 & 187 World Bldg., New York.

"THE EXAMINER"

tells its circulation every day in the year, and it tells with
telling force for advertisers.

IT SHOWS

the largest sworn circulation of any newspaper west of
Chicago, and it shows results for those who use its columns.

IT PULLS

no wool over the eyes, but it pulls good and strong for
advertisers.

The San Francisco Examiner

WE REACH the reading people outside of large cities.

WE REACH fully one-sixth of all in the United States.

WE REACH them every week.

WE REACH them with one order and one electrotype.

WE REACH them through the 1400 Local Papers of the Atlantic Coast Lists.

WE REACH them in the New England States.

WE REACH them in the Middle States.

WE REACH them in the Southern States.

CATALOGUE FREE.

ATLANTIC COAST LISTS,

134 Leonard St., New York.

PRINTERS' INK.

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No. 12.

SUCCESSFUL MEDICAL ADVERTISING.

Readers of the daily papers in most of the large cities are familiar with the advertisements of the Copeland Medical Institute. These announcements are always very much alike, being set in uniform style, with head-lines such as are given to news articles. The body of the matter usually consists of interviews with cured patients, who relate the distressing symptoms of which they have been relieved. A picture of the patient accompanies the article. The main offices of the concern are in New York, but branch offices are maintained in various cities, with resident physicians in charge. A PRINTERS' INK reporter recently had the following interview with Mr. J. M. Whitman, the advertising manager, who is one of the brightest men in his line:

"I wish you would tell me, Mr. Whitman, all that you can regarding the Copeland work that might be of interest to the general advertiser."

"I will gladly give you all the information at my command, though I doubt its interest or value to the general advertiser. Our field is a limited one, and our advertising methods must necessarily be limited from the very nature of our business."

"How many offices does Dr. Copeland maintain?"

"There are at present forty-four of the Copeland offices in the United

States. These include offices in all the larger cities and some of the minor cities."

"Can you give me any idea of the amount of money spent in the advertising and the volume of business done by these offices?"

"Last year the amount of money spent in advertising was, in round numbers, \$400,000. The aggregate receipts amounted to a few scattering hundreds over one million."

"In its present form and organization the business is three years old. Dr. Copeland has been in the advertising business something over five years. It took him two years to perfect and put into operation the plans of his present organization."

"The basis of the organization is, in a word, the same mutual co-operation plan which has made other business enterprises successful. In each one of the offices is a physician selected by Dr. Copeland for the place and the work. This physician is a partner—is interested

as a partner in the profits of the office which he has charge of."

"In answer to your question about methods and mediums: We only use the daily papers. We feel that, for our business, they afford the simplest, the easiest and the cheapest way of reaching the people. We recognize the fact that we are overlooking—ignoring, as some would put it—a vast number of very profitable mediums and many very effective methods, but with us it is a question of expense. We



J. M. WHITMAN.

believe that the cheapest advertising for us is in the best daily papers in the cities in which our offices are located. To put it in a word, that the cheapest medium in any given city is the leading daily paper in that city. By the leading daily paper I mean the paper that has the largest circulation."

"You do not seem to recognize the character of a paper's circulation?"

"I am afraid I do not appreciate that point as some advertisers do. I may be very grossly in error, but in the matter of recognizing daily papers there is to me only one point that appeals with very great force, and that is the amount of the circulation. A paper that has the people with it has got to have something very good about it. The endorsement of the majority of the people pretty effectually establishes its character in a community."

"But is it not true, Mr. Whitman, that in advertising a medical practice you attempt to reach the credulous, the ignorant?"

"Nothing could be more untrue. I do not believe the patronage of the credulous, the ignorant, is worth a dollar. It is too uncertain, too whimsical. We are not trying to reach the credulous and the ignorant. We are trying to reach, and we are reaching, the intelligent, the thoughtful. The greatest proportion of the Copeland practice is made up of people of sense, of judgment, of understanding. I do not believe that anything could be more foolish than to advertise with a plan of reaching the credulous and the ignorant. I believe they are the hardest people in the world to reach, the hardest to convince. Their ignorance makes them stupid. Their narrowness makes them suspicious. It is more easy to convince the intelligent, because of their very intelligence. They can be reasoned with. Advertising appeals to intelligence. That is a bed-rock principle, and any advertising that is based on a contrary principle is either poor advertising or else has a business back of it that does not deserve to be advertised."

"What do you find the most effective in returns—morning or evening, Sunday or week-day papers?"

"The papers that have the largest circulations, without respect to whether they are printed morning or evening, Sunday or week-day."

"Do you find the Sunday paper throughout the country, as a rule,

more profitable than the week-day issue?"

"No. There has been a marked change in the last seven years in this regard. We used to depend very largely upon Sunday issues. Each year we have noted the comparative force of the Sunday issue as compared with the week-day diminish. To-day I think the daily issue draws just as well as the Sunday issue—I am not sure but better."

"In what cities do you find advertising most profitable?"

"The larger the city the more profitable the investment in advertising."

"Do you mean this without respect to the location of the city or the character of the community?"

"Yes. With a very few exceptions, which include the cities where cheap newspapers—penny papers—are a comparative novelty. There need never be any question about the profitability of advertising in a city where penny journalism is well established and successful."

"Does not this look as if your advertising was directed largely to the poorer class?"

"No. It simply emphasizes the matter of circulation. The penny papers are not valuable mediums because the poor people buy them. They are valuable mediums because they have large circulations. The penny paper goes to the rich man's home as well as to the poor man's hut. It is just as popular among the rich as it is among the poor."

"You use portraits in advertising. What is your opinion of their value?"

"I think they are 'done to death.' Their only advantage to-day that I can see is in fixing a testimonial as genuine. I think a printed signature has the same advantage. The fact about it is we all get into ruts in advertising, and it is hard to get out of them. We find certain methods that pay, and we pursue them until they are threadbare. We are none of us courageous enough, none of us willing enough to change our methods, none of us have at the bottom confidence enough in advertising, confidence enough to try plans that suggest themselves and would probably be vast improvements over the plans we are pursuing. I sometimes think a child would make a better advertiser than a so-called expert. He would not be hampered by opinions, by prejudices, by theories, by

advice, by the counsel of other people. He would see two things: the people to reach, the mediums to reach them. That is all there is to it. Experience in advertising helps us, but it hampers us, too. We get into ruts, and it needs a volcanic eruption to shake us out of them."

"Do you cut your advertising at certain seasons of the year? For instance, in summer?"

"No. We advertise all the year round. Our business in summer is just as good as in the winter. We believe the advertiser makes a mistake cutting down his advertising in the summer. An advertiser will figure that the people are out of the city, but New York and every other large city in the country is full of people in the summer. I believe that the plan of a great reduction in advertising in the summer is like a great many other plans that we follow in advertising—the result of habit and example. We follow each other like sheep in a drove. We see one advertiser cutting down his advertising in the summer. We do it ourselves. Business drops. We reason it is because people are out of the city, when the fact of it is the drop is due to a lack of nerve in keeping up our advertising and properly appealing to people who are in the city."

"What is your experience regarding advertising agencies?"

"Well, that is a point I have had a change of heart regarding. For years I believed in placing business direct. I reasoned that a practical newspaper man who could establish standing and credit with different newspapers could do as well for his concern as an agency. The last two or three years I have found out how thoroughly in error I had been. I find from experience that our business can be better placed, the net rates to the advertiser be just as low, and the work be done far more satisfactorily through a good agency. The vast detail of accounts, the thousand and one questions that come up regarding position, style, type, etc., with each paper; all this is taken off the shoulders of the concern and taken care of by the agency. All this trouble is saved. The actual expense of the advertising is not increased. The placing of the Copeland business through Mr. E. P. Remington, of Remington Bros., has saved the concern hundreds of thousands of dollars, and an incalculable amount of trouble,

worry and vexation of spirit. If we were handling this business ourselves this whole building here in which our office is located would not be sufficient to accommodate the clerical force that would be necessary to properly take care of it. Now, there is just one point here. I am assuming to lay down a general principle, but I am basing that principle upon a given case, and the principle is only good when based upon just such cases. What I mean is this: The advertiser who obtains benefit by placing his business through an agency must be fortunate enough to select an agency that will identify itself heart and soul with the interests of the advertiser's business. The Copeland system has been singularly fortunate in obtaining the cooperation of a man like Mr. E. P. Remington. Other concerns have been just as fortunate. Dr. Wilbur, of Pettingill's, Mr. Morse, of Bates, Mr. Draper, of Rowell's, have been similarly successful coadjutors to other vast advertising enterprises. There are plenty of agencies that will do as the Remingtons have done with the Copeland business—take its interest to heart and labor to make it profitable. But the advertiser in selecting his agency must be very careful to select an agency that will do this. Else the plan I have dwelt upon so emphatically will not work and the principle will have no force."

"How do physicians who do not advertise regard physicians who do advertise?"

"I do not know. I expect with very mixed feelings, varying according to the nature and finances of the observer. Some regard advertising indifferently, some with jealousy, some with admiration, some with hate. But there has been within the past nine years a most marvelous change in the attitude of the profession towards the matter of advertising. It was nine years ago that I placed the first advertisement I ever wrote for a physician. At that time, to the best of my knowledge, there were not more than a dozen reputable physicians who used columns of the daily papers for advertising purposes in the country. I may have the number pretty small, but at the time of which I speak I was at work in the office of the *St. Louis Globe-Democrat*, which has one of the largest exchange lists in the world. At that time it was a part of my

duties to read exchanges carefully. I remember looking over all the exchanges for the advertisements of doctors. I found only twelve that I could regard as reputable physicians, and some of those were on the suspicious list. To-day there are over five hundred physicians of good standing, of unimpeachable qualifications, who are advertising in the daily papers in the United States, and the ranks are increasing very fast. At the time of which I speak it was almost impossible for a physician advertising to engage an assistant (even for a fabulous salary), one of reputable standing. So intense was the feeling against advertising in what was called the regular profession, that an advertising doctor that I knew of was unable to obtain, in the city in which he belonged, medical attendance for himself while he was seriously ill. The doctors preferred to let him die rather than pollute themselves by contact with an advertiser. To-day it is not only very easy to engage the services of any number of successful and reputable physicians as assistants, but there is not a day that passes in which patients are not sent for nourishment to the various offices of the Copeland system by physicians in private practice. The younger generation in the medical profession is recognizing the folly of that absurd barrier against advertising which the ethical code raised up. In the next ten years it will be entirely swept away.

"There will not be a trace of it left. Why, the Copeland physicians to-day represent some of the best and most eminent men in the country. Some of them are from professorships in medical colleges, from offices honorably filled for years in the medical societies. Take, for instance, Dr. Whetzel, one of the Copeland physicians at the Chicago office. For years he was Secretary of the State Medical Association of Indiana, for several years delegate to the American Medical Congress and president of the alumni of his college. I only cite Dr. Whetzel's case as an instance of many others like it. Intelligent, truthful, conscientious advertising commends itself to the heart and conscience and common sense of the physician and specialist who honestly desires to benefit his kind, as well as to provide for himself and for his family."

AGONIZING HEAD-LINES.

By "Jonah."

A pamphlet which has recently been widely distributed by a very well known and long established patent medicine house contains a collection of soul-harrowing "eye-catchers" that read like excerpts from the most sensational dime novel. After porusing them carefully I am tempted to ask myself if any man, woman, or even sensible child could possibly be influenced by them. I am told that it is good advertising—in the back woods—but why such a rural style should be expected to gain favor in a city like New York baffles my comprehension.

These head-lines are captions to testimonials which are probably genuine, but in the majority of instances I find that the titles are not quotations—not even in the sense—from the testimonials. The latter have been edited evidently by a person of tropical imagination, and are accompanied by some dreadful cuts which purport to be portraits of people who have been cured by this wonderful medicine. The illustrations look like copies from the rogues' gallery, yet they are no worse than one often sees in the daily newspapers. Here is one of the most appalling of the captions:

BACK FROM THE JAWS OF DEATH !

but the testimonial which it heads has no allusion whatever to so grave a subject as death ; in fact the lady sufferer does not appear to have been in a very bad way. Over another testimonial from a gentleman who merely states that he was partially cured of deafness is this remarkable heading :

DEATH CHEATED
OF ANOTHER VICTIM !

Another of these testimonials is headed :

THE GRAVE YAWNED WIDE !

and this evidence of sleepiness on the part of the tomb is the only allusion we have to anything approaching death or danger in a letter from a Pennsylvania lady.

The happiest looking woman among

the crowd of portraits has her letter headed, "A Life of Misery," and another communication is entitled, "She Threw Away Her Cane," but we are not told what she was doing with a cane, where she threw it, or whether it was ever recovered or not.

One of these letters is supplemented by a

"SOLUMN" AFFIDAVIT TO THE TRUTH!

a piece of orthography which in itself takes the solemnity out of us.

Such attractive and exhilarating captions as "I Felt Half Dead!" "Life Hung by a Thread!" "Waiting For Death!" "From the Brink of the Grave!" "Death Would Have Been a Relief!" etc., are as irrelevant to the matter they precede as they well can be.

Admitting that this particular medicine is really efficacious, where is the necessity or value of such claptrap as the above? The greater the merit of the remedy, the less need there is for exaggerating its curative properties, particularly in such a blood and thunder style as the foregoing samples evidence.

Such matter, so edited and treated, is, in my humble opinion, calculated to do more harm than good to the sale of the remedy. Every one of these headlines is misleading, because it grossly exaggerates the facts in the case, yet in the dailies we can see the same class of matter staring us in the face constantly.

Would it not be worth while to infuse a little quiet dignity and commonplace truthfulness into patent medicine advertising?

AN ENCOURAGER OF ADVERTISING.

By Top O'Collum.

It is quite a common thing to insert in contracts a proviso allowing the advertiser to purchase extra space at a pro-rata rate, during the life of the order. It seems to me that this is an advantageous arrangement for both advertiser and publisher (although the latter does not always so regard it) and, if it were better understood, it would be even more generally made use of than at present.

To illustrate, let us take the case of the proprietor of a typewriter or a tooth-wash who is running in a list of papers a two inch, single column elec-

trotype on a yearly contract. After a while he secures a testimonial from some noted person and conceives the idea of reproducing it as a special advertisement for only one insertion in a space, say, four inches double column. It would not seem fair for the publisher to charge the regular one-time rate for this advertisement, although he might do so if the advertiser was not protected by a pro-rata proviso. If advertisers always knew just what the cost would be for extra space in all of their papers they might often be tempted to take little "flyers" of this kind to their own as well as the publishers' benefit.

A case came to my notice the other day where an advertiser wished to use for one insertion a block of 5,000 lines in a good Western daily in which he had no regular space. He found that the lowest price he could get would be eight cents a line or \$400 for the whole amount wanted. After studying the paper's rate card he discovered that by taking an inch for a year, with a pro-rata clause in the contract, the 5,000 lines could then be inserted for \$340, including the cost of the annual advertisement. This represented a substantial saving with a yearly advertisement thrown in. Although it might appear that, in this particular case, the publisher was losing a little something by allowing such a privilege, in the long run it would react favorably upon him and tend to increase his patronage. The advertiser would be kept on his books for a year less, and a renewal would the more easily be obtained.

It is not generally known that in ordering space in one of the leading magazines a considerable saving can be made by taking advantage of this principle. Space in this publication is sold at \$1.75 a line or \$250 a page. If, however, instead of giving a straight order for a page at \$250, the order also includes three lines, eleven times, the bill would then read:

One Page.....	\$250.00
3 lines, 11 times.....	57.75
Total.....	\$307.75
25 per cent off for yearly order...	76.94
Balance due.....	\$230.81

Thus \$20 is saved and eleven insertions are virtually given free. Yet I do not think the magazine is a loser in the long run for following this policy.

"No cake, no cards, nobody's business," is the novel climax of a marriage announcement in a Maine paper.—E.r.

WITH ENGLISH ADVERTISERS.

By T. B. Russell.

LONDON, March 1, 1893.

The subject of street car advertising sometimes comes up in PRINTERS' INK, but I think it has not been touched upon hitherto in this column—probably because I have had no direct experience of it, and must confess to a deep-seated distrust of this sort of publicity. Of course I know the stock arguments: "A newspaper is seen by one, or perhaps two or three men. A poster on the wall is being passed and looked at by thousands every hour. An omnibus is being conveyed through the streets, 'the cynosure of neighboring eyes' (as Milton says)—the canvasser is always happy if he can quote the classics; see the writings of Mr. Artemas Ward, *passim*, and others—" and every advertisement so conveyed is forced upon the attention of a whole city. Inside advertisements are even more effective; the passengers have nothing else to look at, and *must* read them." To all of which the answer is—Fudge! No doubt a poster is seen more times than one copy of one newspaper. But is it seen as many times as all the copies of a newspaper? There is very little doubt in my mind, especially in these days of crowded street-stations, that the cost per reader is twice or three times as much in reaching the public through posters as through newspapers, making every allowance for the overlooking of small advertisements or publications. Moreover, all the arguments for street cars and posters overlook what PRINTERS' INK yet pretty often alludes to—the *influence of personality* in a newspaper. This is admittedly a strong factor; otherwise, why is a clean, reputable paper better to advertise in than a gutter-rag that nobody credits? Has a brick wall or a street car a "personal" influence?

* * * * *

But I have wandered from the point. I set out to tell you something about peripatetic advertising in London, and especially about a recent development thereof. There are four kinds of passenger vehicles on hire in London streets, namely, two-wheel and four-wheel cabs (a "hack" in England means, not a vehicle, but a saddle horse, and metaphorically a venal writer of a low class), tramways and omnibuses. Tramways are long, heavy

vehicles drawn by two horses or three mules along grooved metals laid in the road. The "cars," as we call them (the name is never applied to railway carriages in England), are largely of American manufacture and entirely of American pattern. Omnibuses are smaller carriages, carrying, when full inside and on the roof, about two dozen persons and drawn by two horses. Cabs do not bear advertisements. Tramways bear them outside only, on the space under the handrail, on the roof, and sometimes on the risers of the stairs, a position which the Hop Bitters Company, I think, first used. Inside, the spaces on the slanting part of the roof are let, or are vacant and desirous of being let, to advertisers; but a good proportion are usually in the latter condition. Along the narrow strip between the windows and the roof (a position admirably chosen for advertising, and, I think, first so used by the makers of a sewing cotton) one usually reads "The wind is tempered to the shorn lamb. Use Sapolio," or some equivalent observation. A large selection of strip-cards has been prepared for this purpose, and there are two or three in almost any tram-car you enter. The variety of the proverbs undoubtedly causes people to look for them, and *so far as securing attention is concerned* I think them without doubt very good advertising.

* * * * *

Omnibuses are painted all over with the names of places which they pass, slapped on without any attempt at arrangement or order, and corresponding to the list which the conductor continuously shouts out as the vehicle runs along. The space under the handrail on the roof, or each side, is let for advertising, and it has come to be a sort of tradition that this shall be occupied by the announcement of some theatre. A square board, against which the feet of the driver rest (he sits on the roof), is usually covered by an enameled iron sign, and forms beyond all comparison the best position on the 'bus. It is for the most part monopolized in the interest of Nestle's Swiss Milk. The two panels beside the driver's seat are also good positions, and are largely used by Cadbury's Cocoa. The risers of the steps behind are fitted with enameled iron plates, and the chairs on the roof (which are so placed that the passengers face the front of the 'bus, and thus travel face forward) bear be-

hind on the top rail a narrow enameled iron strip, advertising Pears' Soap. This is a position "discovered" by Mr. Barratt, who keeps it for himself. It is a mark of the careful advertising of his firm that there are two patterns of these slips, one in which "Pears" is shown in white or color and "Soap" in color or white, and the other vice-versa. These are always alternated, so that a pleasingly varied effect is produced. A small detail this, but one which adds to the effect of the advertising in a marked degree. One of the best positions on the roof is kept by the omnibus companies themselves, and occupied by a notice begging passengers to face the front of the vehicle as they climb down—so as to reduce the danger of falling in case the horses should make a plunge, I suppose. Inside the omnibus there are, as in the tram-way cars, roof spaces sparingly patronized, and the narrow slip over the windows is again occupied, either by the sewing-cotton firm or by Sapolio—in either case with good effect. The charge for space seems to me high, but it is noteworthy that Mr. Fassett has used it for many consecutive years for his Sapolio cards, and the sewing-cotton firm do not seem discouraged either. So I suppose it pays.

Some large retail houses, particularly in the clothing and ladies' goods way of business, have latterly secured the privilege of affixing a small board outside the windows, which adds yet another to the copious list of places visited by the omnibus in the course of its journey—as thus :

TO PHILLIPS' FUR WAREHOUSE.

NEWGATE STREET.

Or

TO PETER ROBINSON'S,
REGENT CIRCUS.

In explanation of the latter term, I hasten to explain that a circus is not necessarily a hippodrome with us. The term is applied as well to any place where the confluence of four or more streets produces a star-shaped piece of roadway. Mr. Peter Robinson has one of the largest fashion emporia in London.

The problem of how to make use of a small space with good effect is constantly meeting any advertising man. I had seldom seen the difficulty met more felicitously than by the accompanying two-inch block of "Celandine," a corn cure. The attention of the reader, with corns to stimulate his researches, is at once arrested by the



heading and the pointing index finger; and at the same time the remedy for his trouble, "Use Celandine," is forced upon his attention. If inclined to read further, the small type is terse, crisp and convincing. If not, he has at least had the name of this remedy impressed upon him, and next time his corn makes him desperate it is pretty sure to be recalled.

"Here," said the city editor, "what do you mean by referring to the Hon. Bichloride Fishfeature as 'the pewter-tongued orator from Porringer City?'"

"Well," replied the jaded reporter, "I am tired of writing puffs about silver-tongued and golden-tongued orators, and thought Mr. Fishfeature might enjoy some honorable distinction."—*Syokana Outburst.*

The Right Place.—Stranger (looking for photograph gallery): Do you take pictures here?

Editor—Yes, or anything we can get. Bring your pictures right in.—*Truth.*

Just as Good.—Willie Deacon: We have family prayers every morning. Do you?

Tommy Churchly—No; but pa always reads us half a column of the *Mail and Express*.—*Puck.*

A Great Scheme.—Snake Editor: That was a great scheme Fangle worked off in his puzzle department.

Horse Editor—What was it?

Snake Editor—He inserted a New York theatre diagram.—*Truth.*

Classified Advertisements.

Advertisements under this head, two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

ANY person advertising in PRINTERS' INK to the amount of \$10 is entitled to receive the paper for one year.

WANTED—Position on Daily as Reporter and Advertisement Solicitor. References. "W," 17 Virginia Avenue, Indianapolis.

ELIXIR RHUMATIQUE is sure cure for rheumatism. We want agents everywhere. Write to LA VILLE LABORATORY, Springfield, O.

WANTED—TO BUY—A patent medicine business that will bear investigation. Address, with full particulars, "P. M.," P.O. Box 1562, Phila.

WANTED—Canvassers to obtain subscriptions and advertisements for a new monthly magazine. Address THE PILOT AND FRIEND, Monticello, Wash.

FREE—One in. space, 6 mo. to the subscribers of "The Exchange of Ideas," a monthly of 5,000 cir. \$1.00 per yr. Excellent medium. EXCHANGE PUB. CO., Elwood, Ind.

EDITORS of Democratic papers supplied confidentially with bright and crisp Editorial "Copy" by mail. Reasonable terms. Send for sample. G. T. HAMMOND, Newport, R. I.

A YOUNG MAN, 23 years old, reliable and not afraid to hustle, wants a position. Would travel. Can furnish some capital and good references. Address Box 1539, New Haven, Conn.

ARE YOU a first-class foreman, all-around job printer, with \$3,000? A position in job office doing more work than can handle, good salary and dividends guaranteed. Box 318, Savannah, Ga.

WANTED—Orders—We set type, furnish paper and print; stories, departments, miscellany for padding; modern presses; lowest prices. UNION P.T.G. CO., 18 Vandewater St., New York.

If you wish to sell or buy a newspaper, write us. We have a large number of leading papers listed, and can serve you to advantage. R. D. LAMPSON, Mgr. Ohio Newspaper Exchange, Columbus, Ohio.

WANTED—Young man capable of making estimates, and with general experience in newspaper advertising agency work. Address "ESTIMATES," Printers' Ink, stating salary expected and references.

WANTED—Practical German Printer, with \$6,500, as partner in a well established German Weekly. Western city of 14,000 inhabitants. Splendid future. Address "GERMAN PARTNER," care Printers' Ink.

EX-EDITOR, experienced practical printer, desires engagement. Ready writer, quick jobber, newspaper man, proof-reader; temperate; moderate salary; permanent; past middle life. Address "J. A. H.," 1,321 N. 7th, Phila.

WANT ADVERTISEMENTS in PRINTERS' INK under this head, four lines (twenty-five words) or less, will be inserted one time for one dollar. For additional space, or continued insertions, the rate is 25 cents a line each issue.

WANTED—Partner, with four or five hundred dollars ready capital, to take management of a printing business. Good plant, nearly new; rent low. Single man preferred. Address at once, E. MERRYWEATHER, 913 Aisquith St., Baltimore, Md.

A N advertising canvasser in one of the smaller cities can hear of a good chance in New York on an established commercial paper. Commission liberal, and paper thoroughly well known. Address "A. W.," Room 16, 19 Park Place, New York.

WANTED—Young man experienced in newspaper advertising agency work. Must be accurate in estimates and quick at figures. Address, giving experience, references and salary expected, CHAS. H. FULLER'S ADVERTISING AGENCY, Chicago.

TRADE and "Class" journals wanting original (humorous) illustrated "stuff," to brighten their pages, please send sample copies and highest rates; or write and leave the rest to me. CLIFTON S. WADY, Contributor, Boston, Mass., P. O. Box 3482.

WASHINGTON CORRESPONDENCE—Original, accurate, timely, touching every live Washington topic of interest. Type-written letters. Publishers, send us a trial order, or can please you. ALLEN T. ADKINS, 561 Tenth St., S. E. Washington, D. C.

AGENTS wanted to handle P. Kendrick's Great Flea Extirminator, an entirely new discovery for the cure of Bleeding, Lump and Itching Piles. Cure guaranteed. Testimonial pamphlet sent on application. Sole proprietor, P. KENDRICK, Trenton, N. J.

WANTED—A thorough advertising man to solicit general business. To one who has been successful in the past and can get business in the future, an excellent opportunity is offered. Address "EARNEST," care Printers' Ink.

WANTED—To purchase a good newspaper of Republican or independent politics in a town or city in the Middle or Western States. Daily and Weekly preferred. Paper must be able to make a good business showing and give assurance of standing. Address "A. B.," care Printers' Ink.

NON-UNION daily newspaper printer, 26 years old (married), with 11 years' experience at the trade—5 as "ad" man or foreman on two good dailies—offers ability, fidelity and good character in return for position (foremanship preferred), promising permanency if satisfaction is given; good references. "J. M. C.," 296 Congress Avenue, New Haven, Conn.

APPOINTMENT WANTED—As advertising A manager (expert), editor, or publisher, by an Irishman, 28, at present manager of London publishing and advertising firm. Eight years' experience in all departments of publishing, bookselling, advertising (writing and designing). Excellent references. Graduate of Dublin University. Moderate salary to commence. Please address "MANAGER," care of Harrison & Son's Advertising Offices, 12 Paternoster Row, London, England.

BILL POSTING & DISTRIBUTING.

Twenty-five cents a line.

ALL kinds of Advertising matter distributed and mailed. T. T. STUART, Decatur, Texas.

1,000,000 Circulars wanted for distribution in South Florida. Write for terms. H. D. EWEN, Circular Distributor, Bradenton, Florida.

FOR the purpose of inviting announcements of the addresses of local bill posters and distributors, two lines (12 words) or less will be inserted twice under this heading for one dollar, or three months for \$6.50, or \$36 a year. Cash with the order. More space 25 cents a line each issue.

ILLUSTRATORS AND ILLUSTRATIONS.

Twenty-five cents a line.

HANDSOME ILLUSTRATIONS for papers. Catalogue, 25c. A. M. ILLUS. CO., Newark, N. J.

A LITTLE artistic ability enables any one to make good Cuts by our improved process for a few cents each. Original outlines \$6.00. Advertisers who appreciate a good thing and progressive publishers should send for particulars. CHALK-PLATE CO., Ishpeming, Mich.

ADVERTISING NOVELTIES.

Twenty-five cents a line.

CRAYON PORTRAITS for advertising and premium purposes. Sample free. Send for prices and particulars. WILLIAM C. AYER, 325 Dearborn St., Chicago, Ill.

CLOCKS for advertising purposes, by the hundred or thousand; paper-weight clocks with advertisement on dial. Address SETH THOMAS CLOCK CO., 49 Maiden Lane, New York.

PHOTO SMOKE CIGAR CAMERA, the most unique novelty of the age, produces a picture while you smoke a cigar. Enclose stamp for circular, terms and sample. Agents wanted. PARISIAN NOVELTY CO., 60 Cortlandt St., N. Y.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines, 20 words or less, will be inserted under this head once for one dollar. Cash with order. More space or continued insertions 25 cents a line each issue.

A BEAUTIFUL, illustrated, six-column advertising page; contains handsomely engraved portraits of President, Vice President and Cabinet, 1865, and fifteen mortised spaces for advertisements, is offered newspapers, one in a town by J. S. HAMBAUGH, Springfield, Ill. Write him for proof and price.

ADVERTISING AGENCIES.

Twenty-five cents a line.

If you wish to advertise anything anywhere at any time, write to the GEO. P. ROWELL ADVERTISING CO., 10 Spruce St., New York.

ADDRESSES AND ADDRESSING.

Twenty-five cents a line.

WRAPPERS ADDRESSED at \$1.50 per 1000. Return charges prepaid. Work guaranteed. MONTHLY RECORD PUB. CO., Address Dept., Cleveland, O.

PERSONS who have facilities for bringing advertisers and consumers into contact through lists of names and addresses may announce them in 4 lines, 25 words or less, under this head once for one dollar. Cash with order. More space or continued insertions 25 cents a line each issue.

SUPPLIES.

Twenty-five cents a line.

VAN BIBBER'S Printers' Rollers.

LEVEY'S INKS are the best. New York.

"PEERLESS" CARBON BLACK. For fine inks—unequaled—Pittsburg.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., Ltd., 10 Spruce St., New York. Special prices to cash buyers.

PAPER DEALERS—M. Plummer & Co., 161 William St., N. Y., sell every kind of paper used by printers and publishers at lowest prices. Full line quality of Printers' Ink.

ADVERTISEMENTS CONSTRUCTORS.

Twenty-five cents a line.

NEW-FASHIONED Ideas, Old-fashioned Sincerity, the Flavor of Wit, the Power of Language. Send rough copy and \$1.00 for Original Suggestion. CLIFTON S. WADY, Box 3482, Boston, Mass.

TOP O'COLLUM said: "I can commend the way in which Mr. Bates combines catchiness and pertinence in his headlines." I will furnish a year's outfit, 25 "starters" (headlines and 10 or 15 opening words for any line of business for \$13; 4 sample ads \$2. CHARLES A. BATES, Indianapolis.

MISCELLANEOUS.

Twenty-five cents a line.

VAN BIBBER'S Printers' Rollers.

LEVEY'S INKS are the best. New York.

RIPANS TABLETS correct a bad breath and improve the complexion.

PAPER DEALERS—M. Plummer & Co., 161 William St., N. Y., sell every kind of paper used by printers and publishers at lowest prices. Full line quality of Printers' Ink.

1000 LETTERS AND STAMPS. Stick fast without a lick from tongue. Free circulars. DAWSON'S UNSURPASSED ENVELOPE MOISTENER, 240 Main, Hartford, Conn.

BOOKKEEPER wishing to avoid Trial Balance Trials, without rechecking or copying entries, write and learn something to your advantage. HENRY GOLDMAN, Major Block, Chicago.

HIGGING APPLIANCES. Overhead Railways. I have been in this biz 15 years. Have sold more than 8,000 elevators and dumb waiters; have done work for all the leading N. Y. paper offices; have just put the lifts in the new recorder office. If you want something in my line, write to or come and see J. Q. MAYNARD, 114 Liberty St., New York.

THE new "HANDY BINDER" for PRINTERS' INK is an admirable device for the preservation of your copies of PRINTERS' INK and is very neat and serviceable. We will send it, postpaid, on receipt of 60c., the cost of the "Binder." Address PRINTERS' INK, 10 Spruce St., N. Y.

FOR SALE.

Twenty-five cents a line.

GAZETTE ADVERT-RECORD-For papers, \$1. Testimonials. GAZETTE, Bedford, Pa.

JOB OFFICE, 3 presses, 200 fonts. Established 7 years; \$1,100 cash. "BONANZA," Printers' Ink.

HANDSOME ILLUSTRATIONS for papers. Catalogue, 25c. A. M. ILLUS. CO., Newark, N. J.

JOB PRINTERS—Specimen book of practical job printing sent to any address for 25c. E. M. BLACKWELL, 311 Broadway, Oklahoma City, Okla.

A SNAP—Washington local paper, ten miles from large city on Puget Sound, for sale; \$600 cash. A bargain at that. Address "RESERVE," Printers' Ink.

FOR SALE—A copy of the American Newspaper Directory for 1892. Price five dollars. Sent carriage paid. Address GEO. P. ROWELL & CO., Publishers, 10 Spruce St., New York.

FOR SALE—5x5 cylinder engine. Vertical, 5 horse power, new. Also 30x3 ft. vertical boiler; 5 h. power. New. Guaranteed. Spot cash only. \$151. WM. C. CODD, Baltimore, Md.

REPUBLICAN WEEKLY—Established 30 years, New York State; population, 15,000; reasonable price; profit, \$2,000 last year; \$1,000 cash required. Address "FRANK," care Printers' Ink.

FOR SALE—REPUBLICAN, Hamilton, Madison Co., N. Y. Desirable location. Good circulation. Large job business. Seat of Hamilton College, Colgate University, Colgate Academy and Hamilton Theo. Seminary. F. B. GARRETT, Syracuse, N. Y.

AN energetic, inventive and progressive gentleman, with \$10,000 to \$25,000, and with good business judgment, can buy an active interest in one of the best advertising agencies in this country. Has exclusive agency of mediums rendering good profits; besides, is doing an excellent general agency business. Present owners wish a partner to take full charge of office and financial departments. Highest references given and required. Address "PAUL," 50 B, Tribune Building, New York City.

ADVERTISING MEDIA.

Twenty-five cents a line.

20 cts. a line. Youth's Southland, Waco, Texas.

\$1.50 For 5 lines 26 days; 6 days, 50 cts. ENTERPRISE, Brockton, Mass. Circ. 7,000

\$1.00 for 120 words. Sworn circulation, 2,000. Try it. EDUCATIONAL BEE, Dexter, Iowa.

BEST CONNECTICUT MEDIUM. Reaches everybody. Gilt-edged investment. THE NEW HAVEN NEWS.

LOS ANGELES TIMES—The foremost newspaper of the Southern California coast. Advertisers guaranteed 25,000 net circulation daily. H. D. LA COSTE, Eastern Representative, 28 Park Row, New York.

COLUMBUS, Central, Southern, and Southeastern Ohio offer a rich field for advertisers. THE OHIO STATE JOURNAL—Daily, 12,500; Sunday, 17,000, and Weekly, 25,000—cover the field. All leading advertisers use it.

CLASSIFIED ADVERTISEMENTS in PRINTERS' INK begin with a two-line letter, but have no other display. Under headings of Advertising Media, Supplies, Miscellaneous and For Sale, Wants, Bill Posting and Distributing, Advertising Novelties, Addresses and Addressing, Illustrators and Illustrations and Advertisement Constructors, 4 lines (25 words or less) will be inserted once or two lines (12 words or less) twice for one dollar if the cash accompanies the order. Additional space or insertions charged 25 cents a line each issue.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

PUBLICATION OFFICES:

No. 10 Spruce Street, New York.

No. 138 Fleet Street, E. C., London.

Issued every Wednesday. Subscription Price:
Two Dollars a year. Three Dollars a hundred;
single copies, Five Cents. No back numbers.

JOHN IRVING ROMER, EDITOR.

NEW YORK, MARCH 22, 1893.

MR. WANAMAKER, in the United States Official Postal Guide for March, devotes nineteen pages and three-quarters to proving that his publication, *Book News*, is a great deal legalier than our publication PRINTERS' INK. He also makes it to appear that he was investigating the case of Mr. Porter's *Watauga Valley News* all last year, and that when he went out of office March 4th the investigation was still *pending*! But the superintendent of the census, meantime, was not required to stamp his papers or even to put up third-class rates.

ALONG the line of the Pennsylvania R.R., to Philadelphia, are many large advertising signs, and the impression they make on the traveler varies exceedingly. Castoria leads everything else, both by the number and conspicuousness of its signs, the familiar yellow lettering on black ground being very effective. Next in order come Adams' Pepsin Gum, in orange and red; Schenck's medicines, in black and white; Tivoli Beer, in several colors, and a diversified run of Philadelphia *Item* ads. There are many other goods advertised along this route, but their display is so meagre and their number so small that one has entirely forgotten what they were about by the time the end of the route is reached.

MANUFACTURERS sometimes secure good advertising at little or no cost through country dealers with whom they have business relations. The retailer is likely to be a regular advertiser in the local paper, having a certain amount of space for which he pays by the year. He lets his announcement stand week after week, because he does not have the time or inclination to prepare new copy. The manufacturer comes to his rescue with a number of attractive electrotypes, which may be had for the asking, and are better than

anything the local man could get up at home. To be sure, they sound the praises only of the manufacturer's particular goods, but as the retailer has these goods for sale and can append his own name to the advertisement the transaction is not altogether one-sided. In some cases the manufacturer even makes an allowance for such advertising as the retailer does for him. The Waterbury Watch Co. makes the following announcement to the trade:

The Waterbury Company will send free of charge to any regular retail watch dealer who will use them electrotypes that will just nicely fit the columns of your local paper, where you can have them inserted at a small expense, with your firm name and address underneath.

Jewelers who are doing this find it a good thing for their trade in more ways than one. People who come the first time to buy a watch come again, to buy something more. In sending for a set of these electrotypes, please state how often you wish to use them; and give your full address very explicitly.

These bright "flies" for trade-fishing were prepared at a large expense to the Waterbury Company; but it costs you nothing to tie them to the end of your line. Simply send for them.

It is worth while sending to Carlisle & Co., 417 Montgomery street, San Francisco, Cal., for a copy of their pamphlet, "Tramping Back," if only to see how the ideas that PRINTERS' INK continually presents may be utilized. In their dedicatory note the publishers "frankly acknowledge to PRINTERS' INK the suggestion of many of the advertisements." The "Little Schoolmaster" is glad to have any of its ideas made use of by its friends, particularly when ample credit is given.

A DISPUTED CONTRACT.

THE SOUTHERN STATES ADVERTISING
BUREAU,
NASHVILLE, Tenn., March 9, 1893.

Editor of PRINTERS' INK:

We are having a friendly controversy with the *News and Courier*, of Charleston, S. C., as to what constitutes reading matter. We paid them 50 cents a line net for the insertion of a twenty-line reader, marked copy of which we enclose. We claim, and the Nashville daily papers agree with us, that this is not reading matter. The *News* claims that it is; their letter we enclose. As an expert authority will you not kindly inform us who is right or who is wrong. You understand that the best of feeling exist between us, and that either of us is ready to recede if in the wrong.

Trusting we are not encroaching too much on your valuable time in submitting the above question to you. Very respectfully,

THE SO. STATES ADVERTISING BUREAU.

The above letter refers to an advertisement ordered "in reading matter." The publisher gave it a position, pre-

ceded by a railway time-table. This was not merely the announcement of a single railway but was the schedule of trains for half-a-dozen different railways. The publisher asserts that he regards this railway directory as reading matter and not as advertising. His letter is as follows:

The Leading Newspaper of the South, }
THE NEWS AND COURIER,
CHARLESTON, S. C., March 6, 1893. }
Southern States Advertising Bureau:

Replying to your favor of the 4th we would say that you take a wrong view of the matter when you claim that we did not place the reader about the "sale of horses" in the proper position. We agreed to place this reader in reading matter, and did so. You claim that it followed a railroad time-table and was followed by a display advertisement. The time-table is pure reading matter, made up in our office for the information of our readers, and is very much sought after every Sunday. It is not an advertisement of the railroad, as you seem to think, but is pure reading matter. The fact of your reader being placed by a display advertisement amounts to very little, as, of course, the reading matter has to end somewhere and the display advertising has to begin where it ends. We are always willing to make good any error on our part, but cannot see in this case where we have erred. Very respectfully,

THE NEWS AND COURIER CO.

Everything appearing in a newspaper that is not an advertisement is reading matter. If a publisher asserts that a certain feature is reading matter, the advertiser will be obliged to so accept it unless he can produce positive proof to the contrary. In this case the advertiser did not, perhaps, get just the sort of position he expected, but that should teach him to be careful in the future in wording his specifications.

An advertiser, as a rule, may take it for granted that when he orders his announcement to "appear as reading matter," the publisher will think that if the specifications are complied with, technically, that will be sufficient. One case we remember was that of an advertiser who complained because he was given a position immediately following market reports. This was even less desirable than the position following a railroad directory, but if market reports are not reading matter, what sort of matter are they?

The insertion was technically correct. PRINTERS' INK would therefore decide that the *News and Courier* has given the advertisement in question a proper insertion.

Next time when making such a contract it might be well to specify a place "among editorials" or as "leading

editorial," and then if the publisher accepts he will surely give a place that will delight the advertiser's heart.

THE *Chicago Tribune* notes as an interesting fact, not only that physicians headed the list of suicides last year, but that they have headed it every year in the last ten. A medical paper commenting upon this says that "competition is so brisk in the medical profession that many are driven to suicide in sheer desperation."

Why don't they advertise?

ANY statement that Hon. James N. Tyner, the Assistant Attorney-General assigned to duty at the Post-Office Department, ever advised the decision excluding PRINTERS' INK from the second-class mail is unqualifiedly false. The original exclusion took place at a time when Judge Tyner was absent from Washington, and from that time to this he has not rendered any decision or opinion in the case.

THE wording of an advertisement is largely a matter of opinion. Some advertisers like plenty of white space, and others want to say as much as they possibly can in a given amount of space. The late E. C. Allen used, at one time, a long triple column ad, set in pearl type, and just as solid as it could be set. He remarked, when questioned about this advertisement: "It's a mistake to think that you can say too much in an ad. This solid one of mine has paid me better than any I ever put out."

DANGER FROM LIBEL LAWS.

THE MCKEESPORT TIMES, }
McKEESPORT, Pa., March 10, 1893. }
Editor of PRINTERS' INK:

I read with interest your editorial in your edition of March 8, regarding newspapers allowing advertisers to attack each other. It is not only wrong for publishers to allow such a thing, but it is also dangerous, if the publisher does not wish to run afoul of the libel laws. Some years ago two of my advertisers began a warfare upon each other, using their space in the *Times* to fire their ammunition. I protested, but the claim was made that the space belonged to the advertiser, to use as he saw fit, so long as nothing obscene appeared in it. One advertiser finally libeled the other, who sued both him and the newspaper for damages. I got out of the difficulty by compromising my part of the case before it reached trial. Judgment was given against the other defendant—the advertiser. Since receiving such a practical lesson no attacks in advertisements are permitted in this paper.

W. S. ABBOTT.

FROM THE MANUFACTURER'S POINT OF VIEW.

Editor of PRINTERS' INK:

The discussion started by the PRINTERS' INK invitation to Messrs. Dixey and Fowler to each prepare a three-inch advertisement of a \$3 shoe for insertion in *Harper's Weekly* has been interesting. We have had the advertisements, together with each author's explanation of his own work and criticism of his opponent's. Each of these men has a wide reputation as an advertising expert, although I believe Mr. Fowler claims he is a "doctor," rather than an "expert."

PRINTERS' INK has had something to say about the ability of a dealer or manufacturer to write a good advertisement for the merchandise which he sells or makes. Without undertaking to discuss this subject at all, I enclose you proof of an advertisement offered as a suggestion conforming to the conditions and requirements originally made.

"The Man Who Wears Shoes" is concerned (when he buys a pair) with two things about them—their probable durability and their appearance. If I were writing an advertisement about \$5 or \$7 shoes I should emphasize the latter consideration and merely mention the other. For the man who can afford to pay such prices for shoes cares but little for the service which they will render; but he does want neatness and style. The \$3 man, however, must have wear—his pocket demands it—this is his first requirement. I have had these things in mind, and while mentioning both, have subordinated the appearance to the wear. You can't preach the whole sermon in three inches.

The title of my advertisement is easy to read; in other words, will catch the eye, and without actually hitting him, will, I think, attract the attention of the average man. The name of the shoe is there, too, in a form likely to be read by the casual observer. The price, \$3, I have tried to make plain, while departing a little from the usual form.

How is it? Does this "fill the bill?" I am not an expert—not even an amateur or a "patient"—only a manufacturer who wants to know whether, as such, he ought to be able to "talk" his own goods intelligently, whether he actually does or not.

FRANK E. HEYWOOD,

Treas. Heywood Boot & Shoe Co.,
Worcester, Mass.

STORIES ABOUT SOME ADVERTISED MEDICINES.

The stories of the successes and failures of different proprietary medicines that have been largely advertised are

The Man Who Wears Shoes

wants, first of all,
shoes to wear—likes
to look at 'em when
they're off, perhaps,
but he buys 'em to
wear.

The Marmion Shoe

doesn't disappoint
him—it wears—it
looks well, too.

3/
dollars.

Good dealers keep them.

replete with interest to all advertisers and advertising men. The history of each of these articles affords valuable information, and points a moral that should prove valuable.

The history of Vinegar Bitters reads like a romance. Mr. R. H. McDonald, who owned a drug business in San Francisco, was approached by Dr. Walker, who formulated Vinegar Bitters, and requested him to take an interest in and advertise the medicine. Mr. McDonald considered the matter carefully, and, influenced by the success of Hostetter's Bitters, then the only notable one on the market, he de-

terminated to take the matter up. Having decided upon this, he launched out with a vigor and determination which has not been equalled in the history of proprietary medicines.

Mr. McDonald sold his prosperous drug business, gave up all his other interests, scraped together all the money he could, raising some \$100,000, and about the year 1869 came on East. He proceeded to advertise and boom Vinegar Bitters, and had the rocks and fences all over the country painted with his signs. He took spaces in the papers of country towns, avoiding to some extent the very large cities. His ads were six-inch displays. He never changed the copy, but hammered away persistently and tirelessly, and it was one of the greatest advertising successes ever known. One of the points emphasized about Vinegar Bitters was that the compound contained no alcohol, and another that it was a powerful physic. In those days the public fancied that a medicine was of no value unless it tasted badly and acted autocritically. In this respect Mr. McDonald gave the public its money's worth. His courage and energy made for him \$750,000 in ten years, and he went back to San Francisco and bought a controlling interest in the Pacific Bank. His faith in advertising continues, for this bank is one of the largest financial advertisers on the coast.

When Vinegar Bitters were no longer advertised, the sales fell off startlingly, and have gradually decreased. The medicine is for sale yet, though it now has only a small demand.

The next record is that of a decided failure, the medicine known as Hunt's Remedy. This has been on the market for many years, originating in Rhode Island. Mr. H. P. Hubbard took it up and advertised it very widely, but the mixture only sold fairly. After passing through a number of stages Hunt's Remedy came into the hands of Mr. H. L. Ensign, of the National Advertising Co. This gentleman spent a lot of time and money in advertising the medicine; but his efforts were futile, the public would have none of it. The medicine is still made, but is rarely heard of.

There is an interesting story connected with St. Jacob's Oil. The

Chas. A. Vogeler Co., a wholesale drug house of Baltimore, Md., at one time put out Keller's Roman Liniment, with a head of Caesar for a trade-mark, accompanied by a tradition to the effect that Caesar and the Romans used this liniment. The Americans did not seem to want to do in America what Rome did, and sales were few and far between, another proof that the name of an advertised medicine is of paramount importance. The name of the preparation was accordingly changed to St. Jacob's Oil, a liniment prepared by the monks of the Black Forest.

The story current among old-time advertising men is that Mr. Vogeler, senior, discouraged by the non-success of Roman Liniment, did not wish to advertise St. Jacob's Oil. The family doctor advised a trip to Europe for the benefit of his health, and almost as soon as the steamer carrying him was out of sight of land Charlie Vogeler had contracted for fifty thousand dollars' worth of advertising.

When the winter was over expenses had been paid and some of the money lost on Roman Liniment recovered. All the next summer advertising was discontinued, because being a liniment it was chiefly for winter use.

Next winter Charlie Vogeler and Mr. Umbstaetter did some really brilliant advertising work, and St. Jacob's Oil sold everywhere. Such in fact was the demand that a new four-story building had to be erected, being wholly given to the manufacture of the preparation.

Since then St. Jacob's Oil has been successfully introduced into Europe, the advertising, as usual, being testimonial work, though far above anything else of the kind ever done by others.

Carter's Pills came near dying a natural death once. Mr. Brent Good said recently that when he bought the Carter's Pills business in 1879 the old firm was just about to smash up. It had been in business for some years and had very small annual sales. The year before Mr. Good bought out the establishment less than ten thousand dollars' worth of business had been done and the expenses were very heavy. Advertising had been done in a desultory fashion, and had not Mr. Good assumed management Carter's Pills would long ago have been forgotten.

The subsequent success of these small doses is known all over the world.

Hale's Honey of Horehound and Tar has had varying fortunes. Dr. Hale, the founder, tried hard to make a success of it, but did not seem to have the experience necessary. It passed into other hands, but the business languished and grew less and less. C. N. Crittendon, the wholesale druggist, then purchased it for a nominal sum and proceeded to advertise it extensively. The sales increased rapidly, and now a large volume of business is done with this compound. Many medicines besides Hale's Honey of Horehound and Tar have passed into the hands of jobbers in this way. These wholesale drug and medicine houses have facilities such as other concerns do not possess, and their opportunities for working in batches of their own preparations are frequent and seldom allowed to slip by.

THE AGENT'S COMMISSION.

By G. A. Sykes.

The Philadelphia *Ledger* and the Baltimore *Sun* are the only two papers in the country that do not allow agents any commission on advertisements sent in. Wishing to get Mr. Geo. W. Childs' views and reasons regarding this matter, the writer called at his office on Chestnut street. Mr. Childs was seen, and the interview is herewith given:

"Mr. Childs, the advertising world is anxious to know why you will not allow agents' commission? I called to see you on the subject. I represent PRINTERS' INK."

"PRINTERS' INK, and a very good paper, too," Mr. Childs replied.

"Thank you. Are you opposed to giving commissions? The *Ledger* and one other paper are the only ones in the States that do not give commissions."

"Yes, the *Public Ledger* and the Baltimore *Sun*. I am not at all opposed to giving commissions. I think they are of mutual benefit to the paper and to the agent."

"Then why has the *Ledger* taken the stand it has?"

"The *Public Ledger* has so much advertising that it does not need to grant commissions. Here, take a *Public Ledger* almanac."

"Much obliged. But to look at

the question from the agent's point of view. Don't you think he deserves something for sending in an ad to the *Ledger*?"

"If an advertiser tells his agent to use two of the leading papers here, and the agent does not use the *Public Ledger*, the advertiser will soon be after him. The agent can't very well tell his customer that he did not use my paper because he could not get a commission from it. He must make the best of the thing. Here is a little book I would like you to read."

"Thank you, I will do so with pleasure. But don't you think the agent is entitled to something for his trouble and time? It must seem hard to him that every paper but yours recognizes his rights to existence."

"Some of them write us and say that we ought to allow them postage, anyhow."

"And does the *Ledger* do it?"

"We often send them a little something at Christmas. The *Public Ledger* is now full of advertisements."

"Then it is not a question of principle, but merely that you do not think it necessary?"

"I am by no manner of means opposed to commissions. By no manner of means."

"Will the *Public Ledger* always refuse to give commissions?"

"That I can't say. It is the paper's present policy."

The purpose for which the books and almanacs are distributed by Mr. Childs is not quite clear. It cannot be to influence advertising, "for the *Public Ledger* is now full of advertisements." All the *Public Ledger's* readers and patrons of the fair sex who enter the office on Chestnut street receive a present of a prettily decorated cup and saucer. The bric-a-brac is imported ware, and has no advertising of any description upon it, but is simply something by which to remember the paper.

Regarding the commission question, and the non-payment of it, I have been told by other persons that it was the policy of the paper ere Mr. Childs became its owner, and he has probably continued in the old course on the theory that it is wise to let well enough alone. It surely is not because Mr. Childs is not a liberal man, for he is most generous in all his business dealings, besides which his genial philanthropy and broad humanity have made

his name loved and respected in every part of the world, and by every class of persons except advertising agents, and even to them, it appears, he sometimes sends Christmas presents—handsome ones too, doubtless.

IS IT GOOD ADVERTISING?

By Geo. Walt Fleming.

The man who has anything to sell is, quite naturally, desirous of finding a purchaser. I have heard men say that they could sell anything. I have heard other men say that *they* could not sell anything. I believe that both spoke truthfully. The man who could sell anything was a born salesman and had an inherent tact which his less fortunate brother was devoid of. An apt salesman is usually an advertiser. He may not rely upon the medium of the newspapers or periodicals, but may possess the happy faculty of procuring a circulation in his personality. The fact remains that the virtue of a judicious dissemination of the value of a commodity by the use of printers' ink, that panacea for commercial indisposition, is patent and apparent.

Advertising, like poetry and wit, is largely inspirational. Whilst the expert needs to become familiar with the character of the business he is advertising, it is not requisite that he suffer travail in bringing forth his argument or presentation. If he does, the production is very certain to bear the mark of his labor. It is unnatural, strained and deformed.

It is a simple thing to catch the eye with gaudy display and typographical gymnastics. The trick is to compel the eye to remain, and lead by gentle persuasion the reader's understanding and memory into the writer's channels of thought and reasoning, and by some subtle twist of the pen leave a jingling in the brain which will titillate and vibrate the chords of memory long after the publication containing it is consigned either to oblivion or the shelf.

In this connection I submit a copy of an advertisement used in my own business, which has been the means of augmenting not only the demand for the article advertised, but has enhanced the popularity and local fame of the entire business.

A Jack Horner episode; indeed, a case of actual plums and chop-licking; a "bully boy" is he who knows the palate-pleasing properties of Peanut Crisp; Eats like Toast; Cracks like a merrie jest; etc. lb. Fleming's.

It has been noticeable that while purchasers were prone to remember that it ate "like toast" and "cracked like a merrie jest," the two catch phrases were inseparably linked with the head of the firm.

Another catch phrase which I have employed in connection with my business is "Always Just Correct," using it as a trade-mark. It must be borne in mind that it has been always my endeavor to maintain the highest excellence in the matter of quality. True merit and intrinsic value are as necessary to a continuity of success as artful advertising. False values will leave their impress and work their own defeat as surely as the advent of Patti's farewell tour.

It pays to be honest in this world. It pays to be breezy, epigrammatic and briefly pointed in your advertising. These add zest to the service, as the toothsome sausage augments the frosty morning breakfast.

I have an especial favorite who works upon my beard who had prepared a hair vigor and placed it upon sale with only moderate returns. Appealing to me for assistance, I named it "Follicine," and gave him these three epigrams for introducing it to notice:

Your Scalp has an appetite;
Follicine, soc.

Head Itch?
Scratch It!
Follicine, soc.

Hair Thin?
Scalp's Hungry!
Feed It! Follicine, soc.

And for a manufacturer of trousers of a superior sort:

Sew, Sew, Well Sewed.
Never So-So.

The King Perfect-Fitting Trousers,

Both of these were productive and gave the users great satisfaction. But some people are easily suited.

Displayed Advertisements

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted.

Must be handed in one week in advance.

MEDICAL BRIEF (St. Louis). Largest circulation of any medical journal in the world.

\$3.50 BUYS 1 INCH. 50,000 copies PROVEN. WOMAN'S WORK, Athens, Ga.

SUCCESS Family Magazine. 20c a line. AMERICAN PRESS CO., Baltimore.

SUPERIOR Mechanical Engraving, Photo Electrotype Eng. Co., 7 New Chambers St., N. Y.

STAMPS FOR COLLECTIONS—Send for lists. **E. T. PARKER**, Bethlehem, Pa.

FARM LIFE, of Rochester, N. Y., 16 pages, 64 columns, monthly. Guaranteed circ'n, 25,500.

SEATTLE TELEGRAPH—The only morning Democratic daily in Oregon, Idaho & Wash.

FREE SAMPLE COPIES AND RATES. We reach the people. **THE GREAT WEST**, Aberdeen, S. D.

BE INDEPENDENT. Own your own newspaper. Send for estimates to **PICTORIAL WEEKLIES CO.**, 28 West 23d St., New York City.

"TRADE INCREASES." Every live local advertiser wants 'em; cheap; attractive; effective. Write to **CHAS. W. HARPER**, Columbus, O.

PUBLIC OPINION Always pays Advertisers. Washington. New York.

DIRECTORY PUBLISHERS, please send and price list of your directories to **U. S. ADDRESS CO.**, L Box 1407, Bradford, McKean Co., Pa.

PATENTS **HOPKINS & ATKINS**, Washington, D. C. 30 years' experience. Write for information.

GERMANIA Magazine for the study of the German lang. and lit. For sample copies, rates of advertising, etc., address **GERMANIA**, Manchester, N. H.

PATENTS Rejected applications successfully prosecuted. Information and advice free. Write **GLASCOCK & CO.**, Washington, D. C.

PATENT OR NO PAY. Book free. Prompt, reliable work. **S. C. FITZGERALD**, Washington, D. C.

NEW YORK LEDGER

CATALOGS! CATALOGS!! CATALOGS!!! We print and illustrate catalogs, with original designs in embossed covers send for estimate. **GRIFFITH, AXTELL & Cady CO.**, Helyoke, Mass.

DON'T

Order any kind of cuts for printing until you have heard from us. It will pay you to write us. **CHICAGO PHOTO ENG. CO.**

Eleanor Kirk's Idea The only paper that ever paid for itself the first year. Women buy whatever Eleanor Kirk recommends in *Eleanor Kirk's Idea*. Advs. take notice. Send for sam. copies. 696 Greene Av., Br'klyn, N. Y.

Kate Field's Washington. Is read by intelligent people who pay their bills. Are these the people you want to reach when you advertise! **Washington, D. C.**

The Delta **DAILY, SUNDAY, WEEKLY.**
THE BEST PAPER IN NEW ORLEANS.

THE HOME CIRCLE,

ST. LOUIS, MO.

75,000 Copies Each Month.

An exceedingly desirable medium for

GENERAL ADVERTISERS.

THE HOME CIRCLE PUB. CO., St. Louis, Mo.

RAPID ADDRESSING.

The only authentic Trade Lists, Envelopes and Wrappers addressed in a hurry by machinery. Names guaranteed absolutely correct. For particulars address **F. D. BELKNAP**, Pres., 314, 316 Broadway, New York City.

SAN FRANCISCO CALL.

Established 1853.

Daily, 59,691—Sunday, 64,475.

The Leading Newspaper of the Pacific Coast in Circulation, Character and Influence.

Dodd's Advertising Agency, Boston, or **World Bldg. N. Y. City.**
Send for Estimate.
RELIABLE DEALING CAREFUL SERVICE.
LOW ESTIMATES.

PNEUMATIC TUBES

FOR NEWSPAPER OFFICES.

SEND FOR ESTIMATES TO

METEOR DESPATCH CO.,

28 E. 14th St., New York.

89 State St., Boston.

Post-Express, Rochester, N. Y., uses our system.

IF YOU EXPECT

to spend any sum in newspaper advertising in one paper or many in

- - 1893 - -

we invite

you to correspond with us. After you have looked into and weighed our methods and facilities, the features of the service we are ready to render you, and our views of what your money should secure, your excellent business judgment will press you to carry on your advertising through our hands.

Address,

The Geo. P. Rowell Advertising Co.,

Newspaper and Magazine Advertising,

10 Spruce Street,

NEW YORK.

WATCHES

Are the Best **PREMIUMS.**

Address the manufacturers direct.
THE PHILADELPHIA WATCH CASE CO.,
RIVERSIDE, N. J.

STUDY LAW AT HOME.

TAKE A COURSE IN THE
Sprague Correspondence
School of Law.
(Incorporated.) Send ten
cents (stamps) for
particulars to

J. COTNER, JR., SECY
DETROIT, MICH.
25 Telephone Bldg.



Hustling in Life,

Petty rivalry and boys
play don't pay. An
earnest, pushing pub-
lisher goes ahead and
does square by the ad-
vertiser.

This the **AMERICAN
SCHOOL BOARD JOURNAL**
has succeeded in doing.
Circulation national.

BRUCE, The Publisher,
Milwaukee, Wis.

THE EVENING JOURNAL,

JERSEY CITY'S

FAVORITE FAMILY PAPER.

Circulation, - - - - **15,500.**

Advertisers find IT PAYS!

WE HAVE TAKEN IN TRADE

A SECOND-HAND 8-PAGED WEB PRESS,

6 or 7 Columns; 22 in. Page.

Will run 5,000 per hour. Has four form rollers to each Cylinder,
and is particularly adapted to high grade news work.

Thoroughly overhauled and may be seen in operation at our Brooklyn
Works.

Will be sold at an exceedingly low figure.

CAMPBELL PRINTING PRESS AND MFG. CO.,
NEW YORK AND CHICAGO.



It is the now-you-see-it-and-now-you-don't feature that ren-
ders the chase after cash so tantalizingly uncertain.

The everlasting evasiveness for which the primitive penny
was peculiar clings to the mighty dollar of to-day, and
baffles those who are searching for the good things of life.

The cash dollars which Twelve Hundred Thousand thrifty
wide-awake families—scattered throughout the Union—
expend for the necessities and luxuries of home-life, speed-
ily find their way into the pockets of reliable merchants,
manufacturers, and specialists who advertise in *Comfort*.

The largest guaranteed circulation in America. Facts and
figures under oath. *Comfort's* original copyrighted features
are rapidly carrying its circulation to Two Million Copies
every issue. A limited amount of space in Special March
number may be had of responsible agents or of us direct.

The Gannett & Morse Concern, Publishers, Augusta, Maine. Boston Office,
228 Devonshire St. New York Office, Tribune Building.

HENRY BRIGHT, Representative.

● POWERFUL ●

Industrious and thrifty people who inhabit the rural districts between the Atlantic and the Pacific, are the class that compose the one million live circulation of

Allen's Lists.

It is because of this fact that advertisers give unstinted approval to our just claim that they are the most powerful advertising medium in America.

If you are interested in reaching all parts of the country, you cannot afford to miss them.

FORMS CLOSE ON THE 18TH.

E. C. ALLEN & CO., Prop's, Augusta, Me.

*"A chiel's amang ye takin' notes,
And, faith, he'll prent it."*

—BURNS.



Yes, we'll print your notes in the
highest style of the typographic art.
The next time you want a job done
in novel style send it to us.. . .



PRINTERS' INK PRESS,

WM. JOHNSTON, MANAGER,

10 SPRUCE STREET, NEW YORK.

THE QUEEN OF FASHION

200,000 CIRCULATION. Proved by P. O. receipts.

To advertisers who wish to reach the ladies this is one of the best mediums in the country. Why not try THE QUEEN OF FASHION once and be convinced by the returns you will receive. Our circulation by States is as follows:



Massachusetts.....	26,258	Kentucky.....	2,049
Maine.....	16,786	North Carolina.....	1,849
New Hampshire.....	15,554	Tennessee.....	1,834
Vermont.....	12,100	Georgia.....	1,826
Connecticut.....	5,215	Wyoming.....	1,775
Rhode Island.....	3,900	Florida.....	1,714
New York.....	9,910	Oregon.....	1,700
Iowa.....	6,700	Alabama.....	1,695
Illinois.....	8,580	Louisiana.....	1,621
Ohio.....	6,970	New Mexico.....	1,616
Pennsylvania.....	6,728	Montana.....	1,612
Kansas.....	4,533	New Jersey.....	3,604
Michigan.....	5,269	West Virginia.....	1,538
Nebraska.....	3,942	South Carolina.....	1,493
Minnesota.....	5,350	Mississippi.....	1,489
Colorado.....	4,230	Nevada.....	1,478
Wisconsin.....	3,980	Arkansas.....	1,435
Missouri.....	3,686	Arizona.....	1,420
Indiana.....	3,414	Washington.....	2,340
Texas.....	3,042	Maryland.....	1,283
California.....	2,385	Idaho.....	1,280
Dakota.....	2,371		
Virginia.....	2,141		
Utah.....	2,056		

200,801

QUEEN OF FASHION, New York City:

Gentlemen—We are glad to state that our returns from the QUEEN OF FASHION are more than satisfactory. We are satisfied you reach the better class of women who are buyers throughout the country.

Very truly yours,

MERIDEN BRITANNIA CO.,

Meriden, Conn., March 1st, 1893.

1,136 Broadway, New York City,
January 30th, 1893.

QUEEN OF FASHION, Union Square, City:

Gentlemen—From a 100 line "ad." once in your paper, we have received over 500 letters, enclosing from fifty cents to three dollars each. We have tried many publications for mail order trade, but the QUEEN OF FASHION heads the list.

Respectfully,

TRIBUNE CHEMICAL CO.,
Cincinnati, Ohio.

WE WILL ACCEPT TRIAL ORDERS UNTIL APRIL 1st FOR MAY NUMBER AT 80 CENTS
PER LINE, AGATE; CASH WITH ORDER.

QUEEN OF FASHION, 46 E. 14th St.,

(UNION SQUARE)

NEW YORK CITY.

ARE WE "IN IT"

IN NEW YORK?

Well, Judge for Yourselves!

OUR LINES ARE:

Sixth Avenue,	-	-	100 Cars.
Third Avenue,	-	-	175 "
125th Street Cable,	-	50	"
Broadway and Bleecker Street,	40	"	
Eighth Street (Crosstown),	23	"	
Central Crosstown, Christopher to 23d Street Ferries, via Union Sq. and 14th Street,	71	"	

Comprising the cream of New York's Street Car Lines.
Passengers carried—7,000,000 monthly.

RATES—2c. per day on Sixth Avenue and 125th Street Cable;
others, 1½c. per day.

SERVICE APPROACHED BY NONE.

CARLETON & KISSAM,

198 & 199 Times Building, New York; 50 Bromfield Street, Boston;
also Chicago, Cincinnati, Minneapolis, etc.

7,000 Full Time Cars. | 120 Miles of Space.

The Recorder's

MARCH INAUGURATION.

From the NEW YORK RECORDER of Monday, March 6.

THE SUNDAY RECORDER of yesterday was a red-letter issue. Every paper, of course, made increased sales on account of the eagerness of readers for the report of the inauguration proceedings at the capital. But we are quite certain that no other New York paper experienced so remarkable an increase in its circulation as did THE RECORDER, which yesterday printed and sold 160,312 copies, an advance of 27,143 copies over its sales on the previous Sunday.

In point of advertising business THE RECORDER was again yesterday a strong third among the New York newspapers. The *World* and *Herald* were the only two of its contemporaries that led it, and no other paper came within competing distance of it in this respect. The *World* printed 154 columns of advertisements, the *Herald* 134 columns, and THE RECORDER 104¾ columns. The paper nearest to THE RECORDER in the business race printed only 50¼ columns—less than one-half THE RECORDER'S-total. The *Tribune* and *Times*, put together, printed 75 columns of advertisements, which was very nearly 30 columns less than the number printed by THE RECORDER alone. Compared with its own business exhibit of the corresponding Sunday in March, 1892, THE RECORDER of yesterday surpassed its record of one year ago by 48½ columns—almost doubled it in fact.

The Advertising World.

Readers are invited to send in news items for use in these columns.

The Leon Sarsaparilla Co., Belfast, Me., is in the field as an advertiser, and the Eastern Advertising Agency, Waterville, Me., is doing its advertising.

It is stated that \$550,000 are spent every year in advertising Beecham's Pills.

A new medicine concern is about to start in Belfast, Me. This town has now five sarsaparilla manufactories, Dana's, Leon's, Skoda's, Rudolfs' and Dalton's.

Stanley Day informs me that he is placing advertising for the Marston Remedy Co.

Frank Seaman is placing business for the Wisconsin Central R.R., in magazines, weeklies and religious papers. He is also putting out an extensive line for the Northern Pacific R.R., in high-class weeklies and magazines. He is handling the Yawman and Erbe business, which is going in high-grade mediums, and the great Northern Pacific R.R. advertising.

The C. F. David Advertising Agency, Boston, is in charge of the advertising of the Pilgrim Spring Bed and the Atlas Tack Corporation. The spring bed is being advertised in New England at present, but the tacks and nails throughout the country.

Century Cream business is going into the leading papers of Massachusetts, and its proprietors, the Eastern Toilet Co., will extend the advertising gradually. The David Agency has charge of the business.

Mages & Co. are advertising organs, the ads going into church and Sunday-school weeklies and monthlies. The Woman's Medical Home, of Buffalo, is also purchasing some publicity. Stanley Day is attending to these two concerns.

Rumors have been current that a new advertising agency had been doing business at Los Angeles, Cal. The Wallace Advertising Agency of Los Angeles writes me that it is the only establishment of the kind in that section of the country, and that all mail matter addressed to the former concern had been delivered to the Wallace Agency.

The piano houses are slowly but steadily increasing their advertising. This season has been an unprecedentedly rich one in this direction, and I learn from several of these houses that they are getting ready to put out so much money that it will put them in the front rank of large advertisers.

Wm. Dreydoppel, the Philadelphia soap manufacturer, tells me that he will branch out in advertising shortly, and advertise all over the country except in New York and New England. The Geo. P. Rowell Advertising Agency will handle the business.

Three portrait firms of Brooklyn have united, forming the National Portrait Co., and will do some advertising. Chas. H. Fuller is to place the business in Sunday and weekly papers.

The Buffalo Advertising Agency has been placing some extensive business for the Sanitarium, Lakewood on Chautauqua.

Holmes & Edwards, the Bridgeport silverware manufacturers, have made a considerable advertising appropriation, and will use dailies and weeklies, running a four-inch ad for a year. Remington Bros. are placing the business. This concern is also putting out advertising for Barlow's Indigo Blue in a large list of religious papers.

E. T. Howard has been placing the advertising of the Ferris hams. This gentleman also has the Gorham Mfg. Co's business.

The Model Dress Steel Co., 74 Grand Street, N. Y., a branch of the Ypsilanti, Mich., house, is doing local advertising and placing business to the East and South for the Ever-Ready Corset. W. J. Rouse, of the N. Y. Press, is in charge.

Frank Kiernan is placing an unusually large amount of railroad advertising.

An interesting little competition is said to be going on between two New York agencies for the Pope Manufacturing Co's advertising—Columbia bicycles.

Derma Royale copy is going out from the S. H. Parvin's Sons' Co. The first ad is 172 lines, the next a 47-line double column.

N. W. Ayer & Son are doing the advertising for the Painsfoc Chemical Co., of this city. This agency is also putting out Cottolene in dailies through the South, six-inch electros being used.

Hires' Root Beer will be boomed at the World's Fair, I learned in Philadelphia, but in spite of this considerable money will be spent in the newspapers. The Ayer Agency will, as usual, handle the business.

G. A. SYKES.

WE'VE ALL MET HIM.

He will count his lines minutely,

Measure up his space so 'cutely,

And complain about the way his "ad" is set.

Say he made "preferred position

Next to reading," a condition

Whether charge for his announcement would be met.

He, in language stern and solemn,

Swears he ordered, "top of column,"

When you know his contract "run of paper" reads,

And he points out the survival

Of the "ad" of business rival,

In the choicest spot of all—the one he needs,

He will doubt your circulation,

Say it's all exaggeration,

Swear your printers lack both proper type and skill,

And the next you hear about him

Is that you must do without him—

He has skipped the town and never paid his bill!

JOHN S. GREY.